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ABSTRACT

This annotated bibliography lists recent Educational Resources Information Center (ERIC) documents (that is, documents published between 1984-1989) related to the areas of public relations and speech communications. The 34 citations include brief statements of the contents of the documents, all of which are listed in the monthly publication "Resources in Education" and are available through the ERIC Document Reproduction Service. (HB)

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PUBLIC RELATIONS

Selected, Annotated Bibliography

prepared by

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This bibliography focuses on recent ERIC documents. ED numbers refer to those documents abstracted in **Resources in Education** and obtainable in microfiche or paper copy. For ordering information, check the latest issue of RIE in your library. (Acronyms used in this bibliography: AEJMC=Assoc. for Education in Journalism and Mass Communication; ICA=International Communication Assoc.; ECA=Eastern Communication Assoc.; SSCA=Southern States Communication Assoc.; PRSA=Public Relations Society of America.)

Belvin, Robert; Botan, Carl. **Research Methods in Public Relations.** Paper presented at the 1989 SCA Meeting, 20p., ED 314 811.

Identifies the range of possible formats for a PR research methods course (analyzing strengths and weaknesses for each) and recommends a hybrid format. Proposes specific course content for a full semester course, based on available models and balancing of goals.

Bishop, Robert L. **What Public Relations Students Expect–And the Jobs They Covet**. Paper presented at the 1987 AEJMC Meeting, 15p., ED 284 251.

Reviews results of a study examining career expectations and goals of PR students. Study focuses on student's perceptions of practitioners' salaries, longevity, prestige and area of specialization.

Bissland, James H. **How Public Relations Practitioners Measure Success: A Critical Analysis of Silver Anvil Winners**. Paper presented at the 1986 ICA Meeting, 19p., ED 276 075.

Examined evaluation methods used in 58 top PR projects to determine how well practitioners are measuring and reporting success. Noted that only 13 of the 58 Silver Anvil Winners can claim that their PR efforts may have had an affect on organizational goal achievement.

Bissland, James H.; Rentner, Terry Lynn. **Goal Conflict and Its Implications for Public Relations Practitioners: A National Survey**. Paper presented at the 1988 PRSA Annual Meeting, 22p., ED 301 893.

Survey concludes that 56% of practitioners perceived a conflict between management's goal for PR and their own.

Bosley, Phyllis B. **How Speech Communication Training Interfaces with Public Relations Training**. Paper presented at the 1987 ECA Meeting, 17p., ED 284 318.

Analyzes the 1987 "Design for Undergraduate Public Relations Education" guide, which reinforces the importance of speech communication courses in PR education and recommends an "across-the-discipline" approach.

Brownell, Mark A.; Niebauer, Walter E., Jr. **Toward Increasing Professionalism in Public Relations: An Activity-Specific System for Categorizing Practitioners**. Paper presented at the 1988 AEJMC Meeting, 20p., ED 296 379.

Reports findings of a study conducted to develop a method of categorizing public relations practitioners according to a hierarchy of professionalism.

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Culbertson, Hugh M.; Jeffers, Dennis W. **The Social, Political and Economic Contexts: Keys in Educating the True Public Relations Professional**. Paper presented at the 1989 AEJMC Meeting, 25p., ED 311 478.

Argues for the integration of more social, political and economic thinking in PR courses and curricula. Lists several ways students can enhance sensitivity to S-P-E contexts.

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Detweiler, John S. **Excellence in Public Relations: Lesson from Larry Speakes.** Paper presented at the 1988 PRSA Meeting, 41p. ED 300 858.

Examines the contrast between the ethical practices of journalists and PR practitioners in terms of their perceptions of "truth" and "confidentiality"; the conflicting theories on measurement of PR effectiveness on the premise that "you achieve what you seek to measure"; and the implications of Speakes' confession that he manufactured a quote for President Reagan at the 1987 Geneva summit.

Dozier, David M. **The Environmental Scanning Function of Public Relations Practitioners and Participation in Management Decision Making.** Paper presented at the 1986 AEJMC Meeting, 29p. ED 274 978.

Examines the relationship between practioners' participation in management decisions and environmental scanning (gathering information about the public's reactions to the organization and opinions about issues important to the organization).

Dozier, David M.; Hellweg, Susan A. **A Comparative Analysis of Internal Communication and Public Relations Audits. State of the Art.** Paper presented at the 1985 ICA Meeting, 22p. ED 261 429.

Compares two measurement activities important to PR: the PR audit and the internal communication audit. Considers their differences in terms of practitioner roles with organizations.

Gaudino, James L.; Steele, Michael E. **Is Public Relations Research Providing the Unified Body of Knowledge Necessary for Professional Status?** Paper presented at the 1988 AEJMC Meeting, 24p. ED 296 398.

Conducted a content analysis of 196 articles published in "Public Relations Review" to investigate whether researchers are developing empirically-based research efforts, and whether such efforts could be considered useful to practitioners. Concluded that PR research is making increasing use of traditional empirical methods and a body of knowledge is emerging that might unify public relations.

Gibson, Dirk C. **Public Relations Education in a Time of Change: Suggestions for Academic Relocation and Curriculum Renovation.** Paper presented at 1985 SSCA Meeting, 21p. ED 257 171.

Argues that contemporary PR training overemphasizes print journalism at the expense of managerial skills and social science theory. Suggests that, because of its suasory nature, PR would be more effectively offered through speech communication departments.

Gorney, Carole M. **Use of Third-Party Credibility in Hostile Situations.** Paper presented at the 1986 AEJMC Meeting, 41p. ED 272 867.

Analyzes the use of third-parties to regain credibility for an organization faced with public hostility. (Four types of third-parties are citizen participation, outside investigation, adversarial advocacy, and employee dissemination.) Concludes that this strategy is increasing in use and sophistication; however, far from being a panacea, it requires serious commitment on management's part and deep involvement of third parties in the organization's operations.

Grunig, Larissa. **Applications of Feminist Scholarship to Public Relations: Displacing the Male Models.** Paper presented at the 1989 National Women's Studies Assoc., 25p., ED 315 372.

Statistics show that women comprise 51 percent of the PR field, a cause for concern since history shows that shifting from a male to a female majority brings a depressed salary schedule and loss of prestige. Since men hold positions of power in PR, educators should sensitize them to the responsibilities to the entire field--males, females, and minorities. This paper argues for curriculum review and revision of PR courses to reflect the new scholarship on women.

Hunt, Todd; Thompson, David W. **Making PR Macho: Reversing the Sex Gap in Undergraduate Public Relations Programs.** Paper presented at the 1987 AEJMC Meeting, 16p. ED 282 214.

Addresses the concern that PR is increasingly becoming a "woman's field." Describes the affirmative action approach taken by Rutgers University to reverse the situation.

Jeffers, Dennis W. **Putting the "Public" First in Public Relations: An Exploratory Study of Municipal Employee Public Service Attitudes, Job Satisfaction and Communication Variables.** Paper presented at the 1987 AEJMC Meeting, 33p. ED 283 182.

Examines a study conducted to determine (1) which actions municipal employees consider important to a city's overall PR effort; (2) their attitudes toward PR activities; (3) the relationship between attitude and job satisfaction and (4) ways to improve attitudes and PR service performance.

Kalupa, Frank B.; Sievers, C. Gay **Public Relations Licensure: Practitioner and Educator Attitudes**. Paper presented at the 1986 AEJMC Meeting. 25p. ED 271 784.

Surveyed PR practitioners and educators on the question of government licensing for practitioners and found strong disagreement with government licensing.

Kaufman, John A. **Pulling up the Drawbridge: A Case Study of Rockwell International's Public Response Policy Following the Destruction of the Space Shuttle Challenger**. Paper presented at the 1988 AEJMC Meeting, 32p. ED 296 384.

Evaluates Rockwell's media relations policy following the 1986 Challenger disaster. Analyzes corporate executive responses to the incident and the impact Rockwell's policy had on the media's ability to provide comprehensive, technical information.

Kendall, Robert **Research of Organizational Culture: A Mythic History of A.T.& T**. Paper presented at the 1986 SCA Annual Meeting, 26p. ED 279 033.

Analyzes the development of mythologies in corporations and the roles they play in building loyalty to and identification with the organization. Examines AT&T as a case study.

Kendall, Robert; Anderson James W. **The Research Base for a Public Relations Curriculum: A National Survey of Topics "Essential" to a Public Relations Curriculum**. Paper presented at the 1986 ICA Annual Meeting, 22p. ED 274 020.

A survey of 544 PR educators and practitioners finds these five elements of top importance in a PR curriculum: marketing, print communications processes, publicity and media relations, journalism skills, and goal setting.

Larson, Mark A. **Media Relations: The Planned Event**. Paper presented at the 1984 AEJMC Meeting, 10p. ED 243 147.

Discusses teaching methods used to introduce PR students to planning the media event. Describes Daniel Boorstin's concept of "pseudo-events"--experiences that are planned, often "hyped," and evaluated for success on how much media coverage they receive.

Ledingham, John A. Jr. **The Kindness of Strangers: Predictor Variables in a Public Information Campaign**. Paper presented at the 1987 AEJMC Meeting, 40p. ED 281 214.

Examines the predictive power of four variables in a public information campaign conducted by a charitable organization to raise funds: attitudes, knowledge, promotion and demographics. Results support prior findings that contributors were older, more educated, and had higher incomes than non-contributors, but that an additional, as yet unidentified, variable also seems to be at work in the contribution decision-making process.

Midura, Edmund. **Teaching Publicity and Media Relations**. Paper presented at the 1988 ECA Convention, 12p., ED 313 747.

The PR practitioner must know how to prepare media kits; work with printers, photographers, and vendors; prepare executives for media interviews; distribute materials to the media; and conduct press conferences. By planning and preparing media kits, students can better understand the process and function of effective publicity and media relations.

Pavlik, John V. **Simulator: A Pilot Interactive Simulation Program for Use in Teaching Public Relations**. Paper presented at the 1986 AEJMC Meeting. 16p. ED 270 752.

Describes a computer program in which the student is placed in the role of an assistant editor assigned to improve the employee newsletter and faces decision-making situations. Student users found the program interesting and educational.

Pratt, Cornelius B. McLaughlin, Gerald W. **Ethical Inclinations of Future Public Relations Practitioners**. Paper presented at the 1988 AEJMC Meeting, 43p. ED 296 399.

Examined PR students' self-reported ethical beliefs and behaviors regarding their college work (tests, term papers, homework). Results indicated that their ethical beliefs were moderately high but lower than those of their professors and higher that those of their colleagues.

Puzey, Janet. **Facing a Hostile, Organized Opposition**. Paper presented at the 1986 Illinois Assoc. of School Boards, Illinois School Administrators, and Illinois Assoc. of School Business Officials' Annual Meeting, 9p. ED

289 257.

Details how a school board won public support for a referendum strongly opposed by an organized committee by (1) scheduling numerous small, informative public meetings rather than large public meetings covered by the press; (2) sending mailers immediately requesting public support; (3) avoiding a reactionary, defensive position; and (4) maintaining board unity.

Ramsey, Shirley A. **Signaled Stopping and Cognitive, Language Principles Applied to Public Relations Writing.** Paper presented at the 1987 AEJMC Meeting, 29p. ED 283 161.

Examines the credibility of using Carter's signaled stopping technique to study language and cognitive effects in PR messages. Suggests that, while the signaled stopping technique requires refining, it is a useful new way to test messages for understanding and meaning.

Robinson, Donna L. And Others. **The Effect of Physical Attractiveness and Spokesperson Sex on Perceived Source and Organization Credibility.** Paper presented at the 1989 ICA Meeting, 26p. ED 306 622.

Attempts to analyze the impact sex and physical attractiveness have in establishing credibility, by evaluating press releases accompanied with photos. Results show that the level of attraction did make a difference in evaluator's perception of source credibility, but also indicate that effects of perception depended upon sex--pairings of writer and evaluator.

Schaible, Lynn Zoch; Russell, Maria P. **What do Women Want? A Survey Report on the Satisfaction Levels of Women in Public Relations Education.** Paper presented at the 1989 AEJMC Meeting, 25p. ED 309 487.

Survey of 113 women PR educators indicates the majority are very satisfied with classroom experience and the rewards of academia, but less satisfied with the institutional and administrative components of the career.

Sneed, Don And Others. **Public Relations Writers and the Press Release: Constitutional Protection Provides "Relatively" Safe Haven from Libel Verdicts.** Paper presented at the 1987 AEJMC Meeting, 20p. ED 284 208.

Examined recent court cases involving press releases and found that the courts have devised several ways to distinguish between fact and opinion. Advises authors of releases to try to avoid libel suits by disclosing the facts on which their opinions are based. Also suggests that writers choose words with ambiguous meanings; use rhetorical hyperbole; preface statements with "I think" and similar phrases; and surround questionable words with quotations marks, for example, "rapist," "lied."

Turk, Judy VanSlyke. **Between President and Press: White House Public Information and Its Influence on the News Media.** Paper presented at the 1987 AEJMC Meeting, 36p. ED 282 210.

Compares information disseminated from the White House between June 1 and June 28, 1986, with news media reports published during the same time, to examine the extent to which the White House agenda influences the media's agenda. Findings suggest that only some of the time can the White House focus media attention on subjects and specifics about which it wishes the audience to be informed.

Wakefield, Gay. **Communication Competence in Public Relations' Management Counseling Function.** Paper presented at 1986 Central States Communication Assoc. Meeting, 16p. ED 270 833.

PR literature and degree programs tend to focus on gathering, analyzing, writing, and designing information. Both neglect the fact that a great deal of a practitioner's success depends on oral and nonverbal communication. Management counseling is one area in which success is enhanced through application of speech communication theories and methodologies.

Weatherup, Jim. **A Glossary of Terms Used by PR Practitioners.** 1985, 36p. ED 260 509.

Defines over 600 terms.

White, Jon And Others. **Professional Development Needs Analysis: A Study of Communication Practitioners.** Paper presented at the 1987 AEJMC Meeting, 35p. ED 292 089.

Surveyed 400 members of two major PR associations to determine (1) practitioner's knowledge and skill competencies on a broad range of topics and (2) the perceived importance of these to the practitioner's professional development. Results show an apparent lack of broadly-educated generalists in the PR field and a need for training and education in almost all 14 skill and knowledge areas assessed.